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the **fecking** good homepage checklist

15 things every small-business homepage needs to
pass the 5-second test.

no email required • no catch • just nick it and use it



★ before you start

your homepage has about **5 seconds**. don't waste them.

Most people land on your site, glance at it, and decide within seconds whether to stick around or bounce. That's not a maths problem you can charm your way out of. It's a first impression, and you only get one.

The good news? Fixing a homepage isn't magic. It's a handful of things done properly. Work through the 15 checks below, tick what you've nailed, and be honest about what you haven't.

At the end, add up your ticks and see where you stand. Then decide what to fix first.



grab a cuppa, open your homepage on your phone, and score yourself as you go. no cheating.

the 5-second test

everything a visitor sees before they scroll. it does the heavy lifting.

01

☐ 1. it says what you do in plain English.

Within seconds, a stranger should know exactly what you sell and who it's for. No clever taglines that leave people guessing. "we build lead-generating websites for small businesses" beats "we craft digital experiences" every time.

☐ 2. there's one clear main message, not five.

Your headline should carry one idea. If you're trying to say everything at once, you're saying nothing. Pick the thing that matters most and lead with it.

☐ 3. there's an obvious next step.

A big, visible button doing one job: "book a call", "get a quote", "see our work". If a visitor has to hunt for how to contact you, they won't.

☐ 4. it loads before people lose patience.

If your homepage takes more than 3 seconds to appear, you're losing visitors before they've read a word. Test it on 4G, not your office wifi.

does it actually sell?

looking good is the start. turning a visitor into an enquiry is the job.



5. you lead with the customer, not yourself.

"welcome to our website" tells people nothing. Talk about their problem and how you solve it. The word "you" should show up more than "we".



6. the benefits are outcomes, not features.

Don't list what you do, show what they get. "mobile-first design" is a feature. "a site that brings in enquiries while you get on with the work" is why they'll care.



7. there's proof you're any good.

Real results, real numbers, real names. "+142% leads" or a genuine client quote does more than a page of adjectives. If you've got the receipts, show them.



8. you've answered the obvious "but..." questions.

Price, process, what happens next. The more you leave to the imagination, the more reasons people invent not to contact you.

trust signals

strangers don't hand over money. give them reasons to believe you.



- ☐ **9. real testimonials, with a real name and face.**
"Great service - J" could be your mum. A full name, business, and photo turns a nice quote into actual proof.
- ☐ **10. you look like a real business.**
Logos of clients you've worked with, reviews, accreditations, years in business. Anything that quietly says "you're safe here".
- ☐ **11. it's easy to find out who you are.**
People buy from people. A photo of you or the team, and a genuine line about who's behind the business, beats a faceless stock-photo handshake.
- ☐ **12. contact details are dead easy to find.**
Phone, email, or a form, right where people expect them. Hiding your contact info doesn't make you look busy. It makes you look like hard work.

the bits people forget

the unglamorous checks that quietly cost you customers.

- ☐ **13. it works properly on a phone.**
Most of your visitors are on mobile. If the text is tiny, the buttons are fiddly, or things overlap, you're losing more than half your audience. Check it on an actual phone.
- ☐ **14. the wording is human, not corporate.**
Read it out loud. If it sounds like a press release, rewrite it. Would a friend say it at the pub? If not, bin it.
- ☐ **15. nothing's broken.**
Dead links, images that don't load, a contact form that goes nowhere. Click every button as if you were a customer. One broken link and people quietly assume the rest is dodgy too.

★ all 15 ticked? turn the page and add up your score.

★ how did you do?

right, add up your ticks.

count the boxes you honestly ticked, then find your band below.



13–15

fecking brilliant.

Your homepage is pulling its weight. Keep an eye on it, because websites aren't "one and done", but you're in great shape.



9–12

decent, with gaps.

The bones are good. A few tweaks to the weak spots and you'll turn more visitors into enquiries. Fix the missing ticks in order of easiest-first.



5–8

it's costing you enquiries.

Your site's working against you more than for you. The fixes are doable, but there's a proper to-do list here.



0–4

time to sort this out.

Every visitor you send here is likely bouncing. That's real money walking out the door. Worth a serious rethink.

★ what next

scored lower than you'd like?

That's alright. Spotting the gaps is the hard bit, and you've just done it. Fixing them is what we do all day long.

We build modern, mobile-first websites that don't just sit there looking pretty, they bring in enquiries while you get on with running your business. 18+ years of doing exactly this, no jargon, no fluff.

If you fancy a hand, start with a quick chat. No hard sell, just an honest look at what would make the biggest difference.

book a 15-minute chat >

book online at feckingcreative.co.uk/booking-page
or just get in touch — hello@feckingcreative.co.uk